

## WHAT IS CLAIMED IS:

1. A method for compiling an electronic database, the method comprising:  
providing an electronic architecture which stores data related to individual personal traits and preferences;  
receiving personal trait and preference data from one or more individuals;  
5 compiling the received data;  
storing the compiled data into records in the electronic architecture searchable by individual user-defined micro-demographics; and  
enabling the searching of the records based on the individual user-defined micro-demographics.
2. The method according to claim 1, further comprising:  
providing incentives to the individuals from whom the personal trait and preference data was received.
3. The method according to claim 2, further comprising:  
providing flash advertisements to the individuals searching the records of the electronic architecture.
4. The method according to claim 3, wherein the flash advertisements are based on data relevant to the user-defined micro-demographics used to search the records of the electronic architecture.
5. The method according to claim 4, wherein the flash advertisements include advertisements for the purchase of products and services.
6. The method according to claim 5, wherein the flash advertisements are provided to the individuals searching the records of the electronic database after a threshold of relevance is established between the user-defined micro-demographics and the products and services advertised.

7. The method according to claim 4, wherein the flash advertisements feature products and services based on the data from the electronic architecture pertaining to the user-defined micro-demographics.

8. The method according to claim 5, wherein the flash advertisements feature preference data from the electronic architecture that is selectively relevant to an advertiser of the products and services.

9. The method according to claim 7, wherein the flash advertisements include Internet links to the advertised products and services.

10. The method according to claim 5, wherein the products and services advertised are separately catalogued in the electronic architecture, and the incentives enable the purchase of selected catalogued products and services.

11. The method according to claim 1, wherein the personal preference data includes visual and audio data of the one or more individuals.

12. The method according to claim 1, further comprising:  
presenting questions to the individuals searching the records; and  
receiving responses to the questions.

13. The method according to claim 12, wherein the questions and responses are further compiled as individual trait and preference data, and added to the stored data in the electronic architecture.

14. The method according to claim 12, wherein the questions are selectively presented to the searchers based on the trait and preference data.

15. The method according to claim 1, wherein the personal trait and preference data is received via the Internet.

16. The method according to claim 1, wherein the searching of the records is performed by correlating values related to the traits and preferences identified in the user-defined micro-demographics so as to return records within a predefined differential from those traits and preferences.

17. A method for compiling an electronic database, the method comprising:  
accessing an electronic architecture adapted to receive, store and compile data related to individual personal traits and preferences into records searchable by user-defined micro-demographics;

5 inputting personal preference data for storage in the records of the electronic architecture; and  
receiving incentives in response to the input of the personal trait and preference data.

18. The method according to claim 17, further comprising:  
recruiting others to access the electronic architecture; and  
receiving incentives in response to the recruiting of other to input their personal preference data.

19. The method according to claim 17, further comprising:  
searching the records based on user-defined micro-demographics.

20. The method according to claim 17, further comprising:  
searching the records based on micro-demographic groupings of the data, the micro-demographic groupings being determined by individual users accessing the electronic architecture.

21. The method according to claim 19, further comprising:  
receiving flash advertisements based on the user-defined micro-demographics used to search the records of the electronic architecture.
22. The method according to claim 21, wherein the flash advertisements include advertisements for the purchase of products and services.
23. The method according to claim 21, wherein the flash advertisements are based on the data from the electronic architecture pertaining to the user-defined micro-demographics.
24. The method according to claim 21, wherein the flash advertisements are data solicitations determined and targeted according to advertiser-defined parameters.
25. The method according to claim 18, wherein the incentives enable the purchase of the products or services of the flash advertisements.
26. The method according to claim 17, wherein the personal preference data includes visual and audio data.
27. The method according to claim 17, further comprising:  
receiving questions in response to searching the records; and  
providing a response to the questions.
28. The method according to claim 27, wherein the questions are based on the user-defined micro-demographics used to search the records of the electronic architecture.
29. The method according to claim 20, wherein records are returned as a result of the search, and the records returned as a result of the search are further searched by revising

the user-defined micro-demographics and applying those revised user-defined micro-demographics to the returned records.

30. The method according to claim 21, wherein an electronic message can be sent to an individual identified by a record in the electronic architecture or a plurality of individuals identified by a plurality of records in the electronic architecture.

31. The method according to claim 21, wherein a message board is established based on the user-defined micro-demographics used to search the records, the message board being adapted to receive and display a message from the individual searching the records or an individual whose record is returned as a result of the search.

32. The method according to claim 21, wherein the records of the electronic architecture can be searched by a technique selected from the group consisting of pull-down menus, natural language and voice recognition.

33. A method for compiling an electronic database, the method comprising:  
accessing an electronic architecture adapted to receive, store and compile data related to individual personal traits and references into records searchable by user-defined micro-demographics;

5        searching the records based on user-defined micro-demographics; and  
      receiving flash advertisements based on the user-defined micro-demographics used to search the records of the electronic architecture.

34. The method according to claim 33, further comprising:  
inputting personal preference data for storage in the records of the electronic architecture.

35. The method according to claim 34, further comprising:

recruiting others to access the electronic architecture and input personal preference data for storage.

36. The method according to claim 35, further comprising:  
receiving incentives in response to the input of the personal trait and preference data.

37. The method according to claim 33, wherein the flash advertisements include advertisements for the purchase of products and services.

38. The method according to claim 34, wherein the personal preference data includes visual and audio data.

39. The method according to claim 33, further comprising:  
receiving questions as an aspect of searching the records; and  
providing a response to the questions.

40. The method according to claim 39, wherein the questions are based on the user-defined micro-demographics used to search the records of the electronic architecture.

41. A method for compiling an electronic database, the method comprising:  
providing and maintaining an electronic interface, the interface providing access to an electronic architecture which receives, compiles and stores data related to individual personal preferences into searchable records and enables searching the records according  
5 to individual user-defined micro-demographics.

42. A system for compiling an electronic database, the system comprising:  
an electronic architecture which receives, compiles and stores data related to individual personal preferences into searchable records and enables searching the records according to individual user-defined demographics.

43. A system for compiling an electronic database, the system comprising:  
an electronic interface; and  
an electronic architecture linked to the electronic interface, the electronic  
architecture adapted to receive, compile and store data related to individual personal  
5 preferences into searchable records and enable searching of the records according to  
individual user-defined micro-demographics.

44. A system for compiling an electronic database, the system comprising:  
a network;  
one or more user terminals connected to the network;  
an electronic architecture linked to the network, the electronic architecture  
5 adapted to:

receive data related to individual personal preferences via the  
network from the one or more user terminals;

compile and store the data related to the individual personal  
preferences into searchable records; and

10 enable searching of the records by the user terminals according to  
individual user-defined micro-demographics.

45. The system according to claim 44, wherein the electronic architecture is further  
adapted to:

transmit incentives to the user terminals from which the personal preference data  
is received.

46. The system according to claim 45, wherein the electronic architecture is further  
adapted to:

transmit flash advertisements to the user terminals searching the records of the  
electronic architecture.

47. The system according to claim 46, wherein the flash advertisements are based on the user-defined micro-demographics used to search the records of the electronic architecture.
48. The system according to claim 47, wherein the flash advertisements include advertisements for the direct or Internet linked purchase of products and services.
49. The system according to claim 48, wherein the incentives enable the purchase of the products or services of the flash advertisements.
50. The system according to claim 49, wherein the received data includes video and audio data.
51. The system according to claim 49, wherein the electronic architecture is further adapted to:
- transmit questions to the user terminals searching the records; and
  - receive responses to the questions from the user terminals.
52. The system according to claim 51, wherein the electronic architecture further compiles and stores the transmitted questions and received responses in the searchable records.
53. The system according to claim 49, wherein the electronic architecture comprises a database and a database management system.
54. An article of manufacture having computer readable program means embodied therein for compiling an electronic database, the computer readable code means in the article of manufacture comprising:



computer readable code means for causing the computer to receive data related to  
5 individual trait and personal preferences;

computer readable code means for causing the computer to compile the received  
individual trait and personal preference data; and

computer readable code means for causing the computer to store the compiled  
data into records searchable according to individual user-defined micro-demographics.